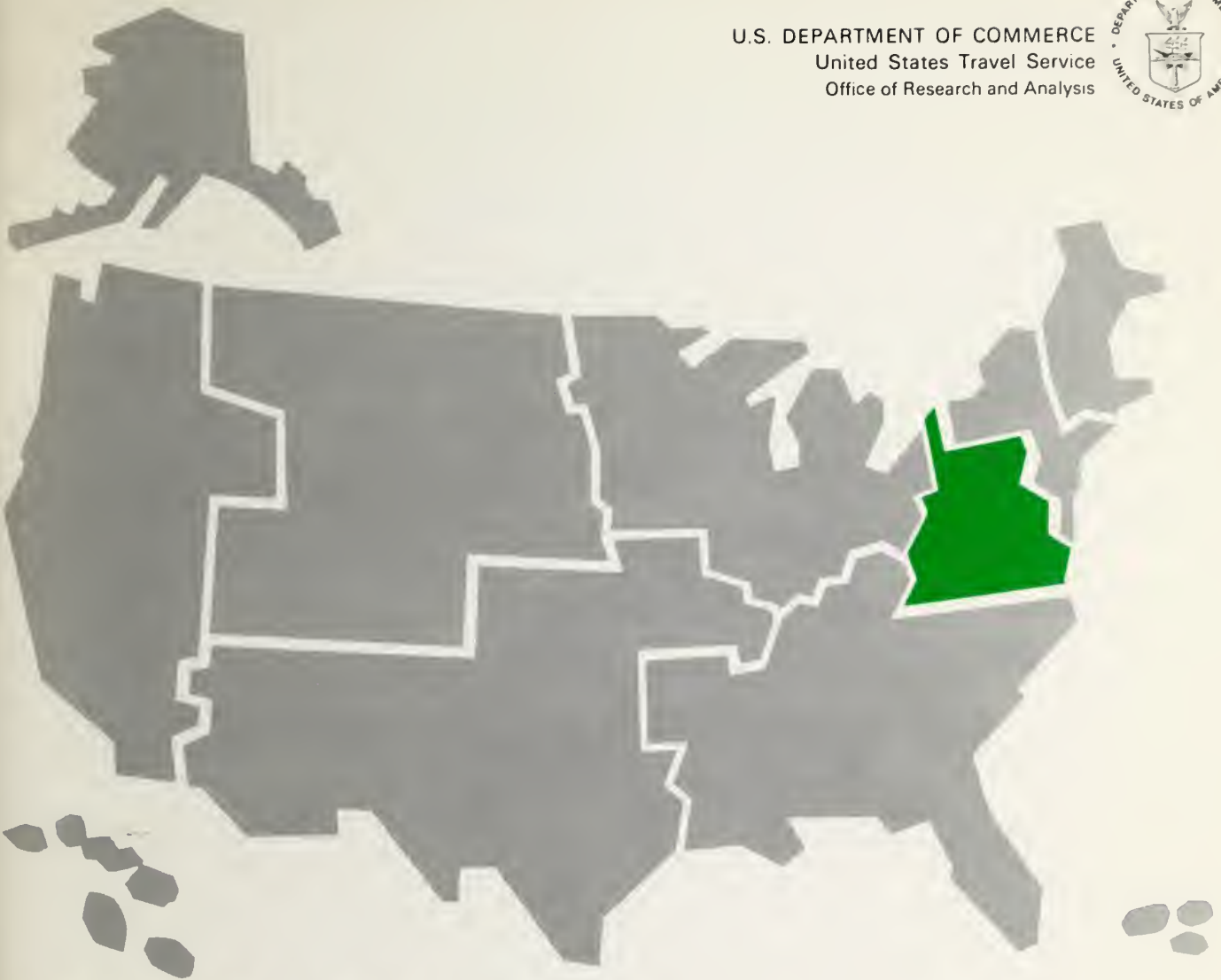


U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



**VACATION  
TRAVEL  
BY CANADIANS  
IN 1975  
IN THE UNITED STATES  
VOLUME 4  
GEORGE WASHINGTON COUNTRY**





# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 4**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata International

Sponsored by  
the United States Travel Service,

the Canadian Government Office of Tourism,


the Ministry of Transport (Canada)

New Brunswick Department of Tourism

and

the Montreal Star, Ltd.

December, 1976



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## SECTION I

# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

### A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1--**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

Volume 1: **Summary Report** - United States

Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway** - New Jersey, New York.

Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

### B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

**Canadian Arrivals:** As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada’s share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years, (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for



vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending—from \$2.4 billion in 1974 to \$2.9 billion in 1975.

## 2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region, (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands—5%, George Washington Country—4%, and Frontier West—2%.
- In terms of receipts, the South attained a 28% share, of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifically, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.
- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974—the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- “Sightseeing” was the major reason given for vacationing in the U.S. (46%), followed by “spending time at vacation spots” (42%). “Visiting friends and relatives” ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in “sightseeing and doing things in cities and towns”. Participation in non-city activities appealed to many more—“sightseeing in the country”(28%), “camping or tenting” (10%), and “fishing, boating or participating in other outdoor activities”(8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974—11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The physical beauty was most impressive to visitors--particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "facilities" encountered—including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the weather, friendly people, and relaxed pace in certain areas of the country, as well as specific sight-seeing activities, attractions, events and entertainment.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
  - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
  - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
  - reside in British Columbia, the Prairies, and Ontario;
  - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.
- From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:
  - visitors with a head of household income of \$14,000 or over;
  - visitors aged 18 to 29;
  - visitors with a family income of \$20,000 and over;
- visitors residing in single or semi-detached dwellings;
- visitors in skilled labor occupations;
- travelers to the Eastern Gateway, The South, and Mountain West regions;
- residents from Ontario and Quebec;
- visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
  - visitors without children living at home;
  - visitors aged 40 to 49;
  - visitors living in apartments;
  - visitors traveling by air.

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1975

### A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to George Washington Country was estimated at 79,000, or 4% of the total 2 million Canadian vacation trips to the United States.

George Washington Country's share of expenditures was consistent with its share of vacation trips. In 1975, Canadian vacationers spent \$777 million in the U.S. with 3%, or \$27 million, spent in George Washington Country. Canadian expenditures on each trip per adult amounted to \$211 compared to the national average of \$236. Daily trip expenditures per adult were also very close to the national average. Specifically, visitors to George Washington Country spent an average of \$20 per day, compared with \$21 for Canadian vacationers in the U.S. as a whole.

#### 79,000 Canadian Vacation Trips to George Washington Country (-6% from 1974)

- 4% of total Canadian vacation trips to the U.S.
- 8th most popular region in the U.S. for Canadian vacationers

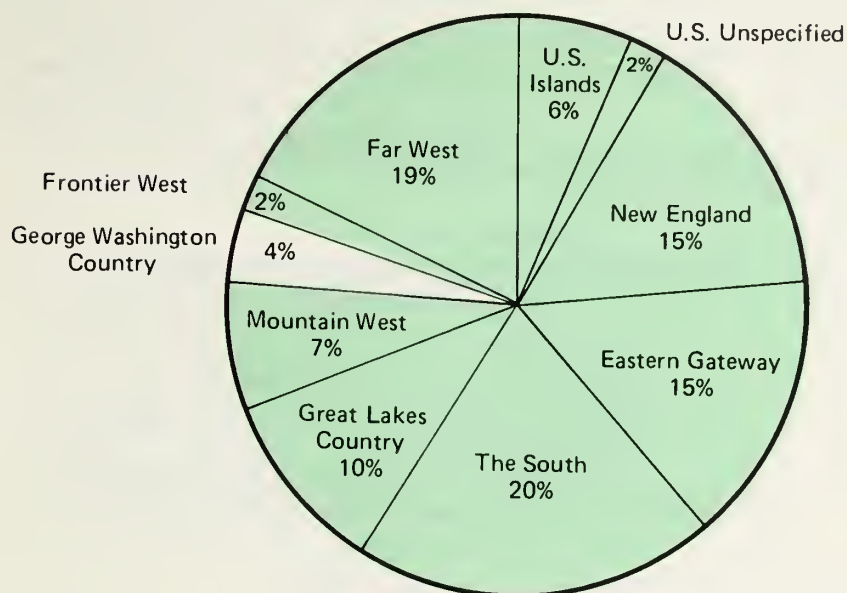
#### \$27 Million Spent in George Washington Country By Canadian Vacationers (no change from 1974)

- 3% of total vacation expenditures in U.S.
- 9th largest recipient of Canadian vacation dollars
- \$211 spent per adult per trip (-1% from 1974)
- \$20 daily spending per adult per trip (+33% from 1974)
- The increase in daily spending in the face of a relatively constant trip expenditure was primarily a function of a shorter length of stay in the U.S. in 1975 (11.1 nights, compared with 13.9 nights in 1974)

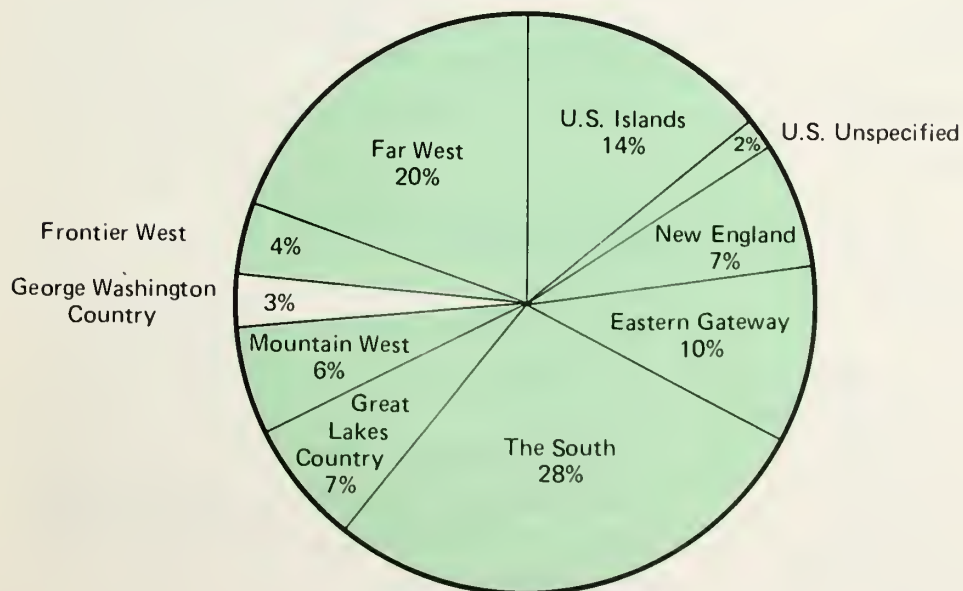


Chart 1  
CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S. 1975

Trips 2,046,000  
100%



Receipts \$777,000,000  
100%



## Profile of Canadian Vacation Travelers to George Washington Country

The Canadian traveler vacationing in George Washington Country in 1975 can be described as follows: 89% lived in cities; as many as 65% were from Ontario; 78% were married; 46% had formal education beyond high school; 48% were in white collar occupations; 51% had family incomes of \$17,000 and over; and 58% had no children living at home.

Their travel habits can be summarized as follows: 40% traveled to sightsee while 42% traveled to

visit friends or relatives; 67% traveled to the region by automobile; July, August and September were the most popular months to visit George Washington Country - - attracting 52%; 43% stayed in motels (the most popular type of accommodation); the average length of stay was 11.1 nights in the U.S.; and the good facilities, abundance of special attractions, and beautiful scenery were the most frequently mentioned favorable impressions.

**TABLE 1**  
**PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO**  
**GEORGE WASHINGTON COUNTRY**

Traveler Characteristics	
Residence:	Urban (89%) Ontario (65%) and Quebec (23%) English-speaking (72%) and French (Quebec)- Speaking (16%) Cities with population over 500,000 (50%)
Dwelling Status:	Live in single/semi-detached dwelling (64%) Owner of dwelling (59%)
Sex:	Male (55%) and female (45%)
Age:	50 years and over (32%) 18 - 29 years (32%)
Marital Status:	Married (78%)
Education:	Attended or completed high school (47%)
Occupation:	Professional/Mgr./Sales/White collar (48%)
Family Income:	\$10,000 to \$20,000 (48%) \$20,000 and over (36%)
Family Composition:	Adults only (58%)
Trip Characteristics	
Purpose:	Visiting friends or relatives (42%) Sightseeing (40%)
Mode of Transport:	Auto (67%)
Seasonality:	3rd quarter (52%), August (20%), July (19%)
Mean Length of Stay:	11.1 nights
Mean Size of Traveling Party:	2.70 persons
Use of Travel Agent:	11% used in planning
Decision Lead Time:	Planned trip within 2 months of departure (68%)
Favorable Impressions:	Facilities (39%), attractions (29%), scenery (24%)
Unfavorable Impressions:	None recalled (52%)
Accommodation:	Motel (43%), hotel (27%)

## **SIGNIFICANT CHANGES IN CANADIAN VACATION TRAVEL TO GEORGE WASHINGTON COUNTRY FROM 1974 TO 1975**

### **Increase in:**

- visitors from Ontario (47% to 65%)
- married visitors (63% to 78%)
- visitors in skilled blue collar occupations (23% to 33%)
- Canadians visiting friends or relatives (23% to 42%)
- auto travelers (59% to 67%)
- fourth quarter visitors (10% to 18%)
- short-stay visitors (14% to 31% 5 nights or less)

### **Decreases in:**

- visitors from Quebec (38% to 23%)
- French speaking visitors (26% to 18%)
- unmarried visitors (37% to 22%)
- sightseers (52% to 40%)
- visitors spending time at a vacation spot (36% to 24%)
- campers and outdoor activity participants (25% to 11%)
- bus travelers (14% to 7%)
- visitors staying in the U.S. for 1 week or more (85% to 66%)

## **SIGNIFICANT DIFFERENCES BETWEEN CANADIAN VACATION TRAVEL TO GEORGE WASHINGTON COUNTRY AND TO THE U.S. AS A WHOLE**

George Washington Country compared to the U.S. had a much higher proportion of:

- visitors from Ontario
- English speaking visitors
- male visitors
- married visitors
- those visiting friends or relatives
- auto travelers
- third quarter visitors

George Washington Country compared to the U.S. had a much lower proportion of:

- visitors from Western Canada
- female visitors
- unmarried visitors
- those spending time at a vacation spot
- visitors traveling by air
- winter season vacationers
- campers
- travel agent users

## B. DETAILED FINDINGS

The Canadian vacation market for George Washington Country during 1975 is described under the following three section headings:

1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

### 1. Trips/Receipts

In 1975, George Washington Country ranked as the 8th most popular destination for Canadians vacationing in the U.S. and ranked 9th in terms of receipts. The region received an estimated 4% of vacation trips from Canada and 3% of the Canadian tourist receipts during that year.

In absolute numbers, these percentages represented 79,000 vacation trips among the 2,046,000 trips to the United States from Canada during 1975. (An additional 13,000 Canadian vacation trips involved 1 or more nights in George Washington Country en route to other regions.) Of the \$777 million spent by Canadian vacationers in the U.S. in 1975, George Washington Country received an estimated \$27 million.

However, in comparison to 1974, trips to George Washington Country decreased a marginal 6% (from 84,000), unlike most regions which experienced a growth in vacation travel in 1975. In terms of share of trips to the United States, again there was a marginal decline from 5% in 1974 to 4% in 1975.

This slight decline represents a continuation of a longer term trend in Canadian vacation travel to George Washington Country when in 1973 the region received 6% of the vacation trips from Canada.

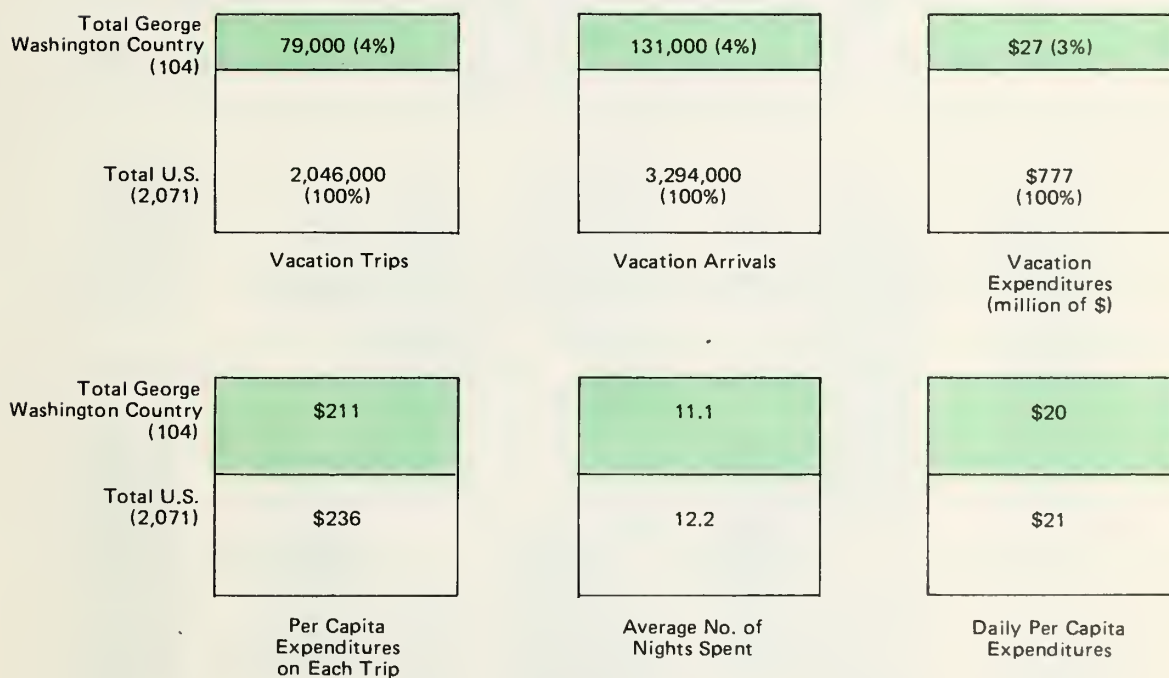
Canadian vacation expenditures in George Washington Country remained stable between 1974 and 1975 - - at \$27 million in each year. However, this zero growth in absolute volume was well behind the national growth of 23% in expenditures between 1974 and 1975. As a result, the share of vacation expenditures by George Washington Country declined in 1975 to 3% from 4% in 1974. A year earlier, in 1973, the share was as high as 7%.

The per capita spending (per adult) among visitors to George Washington Country declined by 1% from 1974, from \$213 to \$211. However, daily expenditures per adult increased from \$15 in 1974 to \$20 in 1975 - - a 33% rate of growth. The difference between these two trends can be explained by a shorter length of stay in the U.S. by Canadian visitors to George Washington Country - - from 13.9 nights in 1974 to 11.1 nights in 1975. (This, of course, permitted a growth in daily spending in the face of a decline in total spending per adult.)

While the total trip spending has remained stable over the past two years, real per capita spending of Canadians declined significantly due to general inflation. Canadians effectively spent less per trip to George Washington Country in 1975 compared to 1974. This implies that a steady growth of Canadian travel to George Washington Country is crucial to maintain the real receipts of the region's travel and tourism industry.



Chart 2  
**CHARACTERISTICS OF CANADIAN VACATION TRIPS TO  
 GEORGE WASHINGTON COUNTRY  
 (1975 Expenditures in U.S. Only)**



## 2. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of the 1975 Canadian Vacation travelers to George Washington Country: province of residence; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

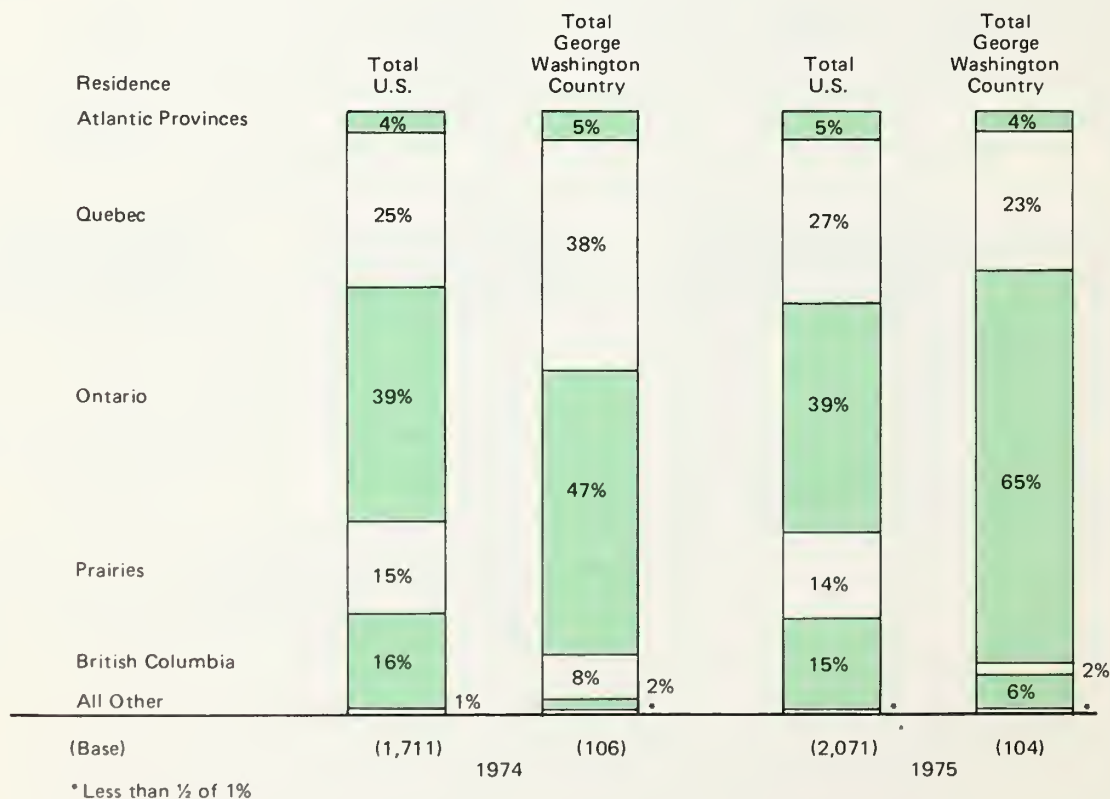
### a) Province of Residence

Ontario was clearly the key Canadian market for George Washington Country with as many as 65% of all visitors vacationing in the region residing in that province. Another 23% came from Quebec, while the Atlantic Provinces and Western Canada each contributed less than 10%.

This represented a significant change in visitor origin since 1974. In that year, only 47% resided in Ontario and as many as 38% in the province of Quebec. This was a unique change since it was not reflected in the total U.S. travel market. In fact, no significant change occurred in the origin of Canadian vacationers to the U.S. In 1975, 39% resided in Ontario, 27% in Quebec, 15% in British Columbia, and 14% in the Prairie Provinces. The Atlantic Provinces contributed only 5%.

As can be seen, George Washington Country was significantly more successful in attracting Ontario residents to its region than were other destinations within the U.S. (The residence of visitors traveling by car unfortunately cannot be shown for this region because of the small sample size.)

Chart 3  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY RESIDENCE



## b) Size of Community of Residence

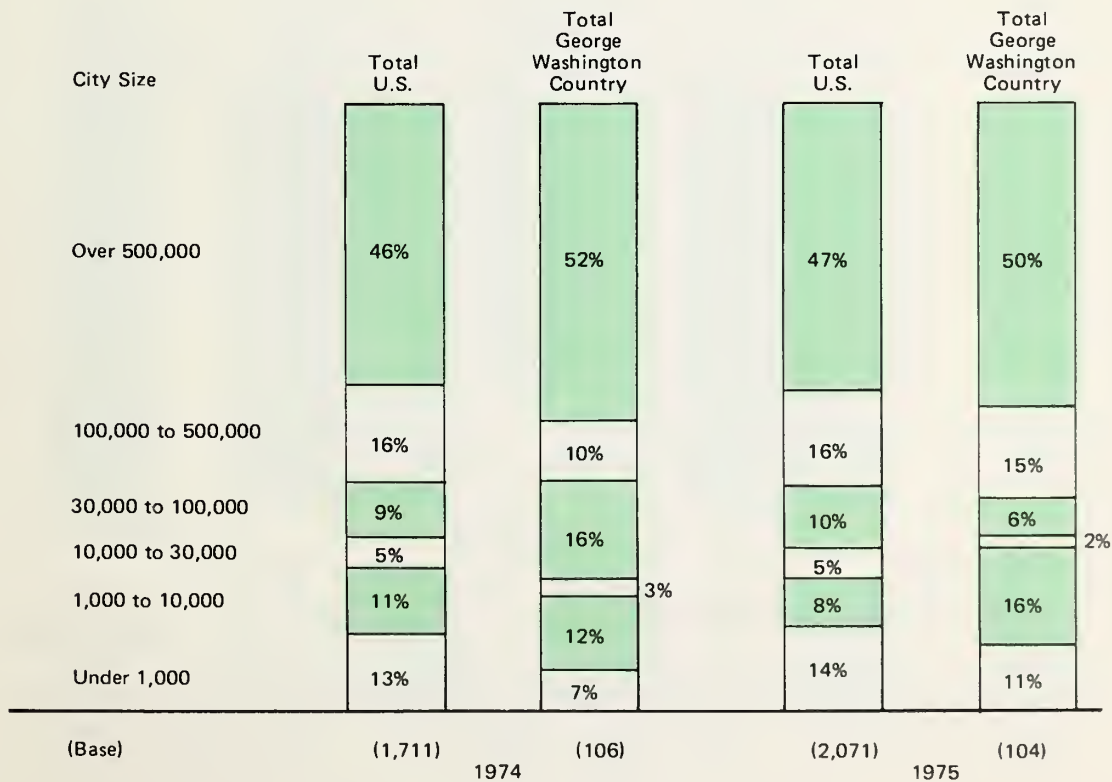
In 1975, George Washington Country received half (50%) of its Canadian vacationers from cities of 500,000 population and over. Given the dominance of Ontario and Quebec, noted earlier, this suggested that Toronto and Montreal were extremely important markets for George Washington Country. (Those two cities are the only ones within those two provinces with populations of over 500,000.)

No significant change occurred in the size of community of residence since 1974. In that

year a similar proportion (52%) resided in cities of one-half million and larger.

The size of community from which George Washington Country drew its Canadian visitors was not unique. The city size distribution for all visitors to the United States was virtually identical with nearly half of all vacationers from Canada residing in cities of 500,000 population or more.

Chart 4  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY SIZE OF CITY OF RESIDENCE



### c) Language Spoken

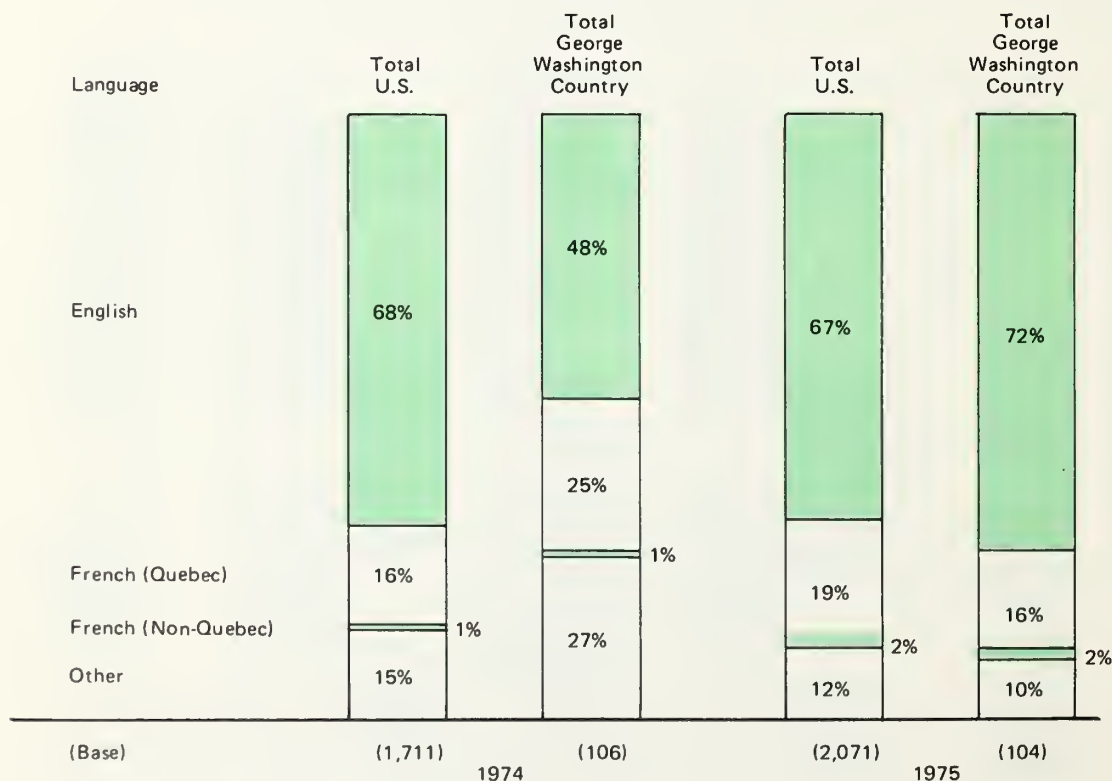
The vast majority of George Washington Country's 1975 visitors from Canada spoke English. Only 18% were French-speaking. (It should be remembered, of course, that this represents language first spoken as a child.)

The decline in Quebec visitors to George Washington Country as noted earlier, is reflected in the language pattern in 1975 compared with

1974. In 1974, as many as 26% spoke French, in contrast to 18% in 1975.

The languages first spoken by George Washington Country visitors were very similar to those of Canadian vacationers to the U.S. overall. In 1975, 67% were English speaking (compared to 72% for the region) and 21% French speaking. The remaining 12% spoke other languages.

Chart 5  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY LANGUAGE





#### d) Type of Dwelling Occupied/Ownership

Although the majority of George Washington Country's visitors from Canada lived in single or semi-detached homes in 1975 (64%), as many as 30% were apartment dwellers. This latter figure was unusually high compared with the proportion for the U.S. as a whole - 19%.

No significant change occurred between 1974 and 1975 in the type of dwelling occupied by the Canadian vacationer.

Furthermore, six out of ten (59%) of George Washington Country's visitors were owners of their own homes. This was slightly higher than the national proportion (64%), but no significant change has occurred since 1974 among visitors to the region.

Chart 6  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY TYPE OF DWELLING

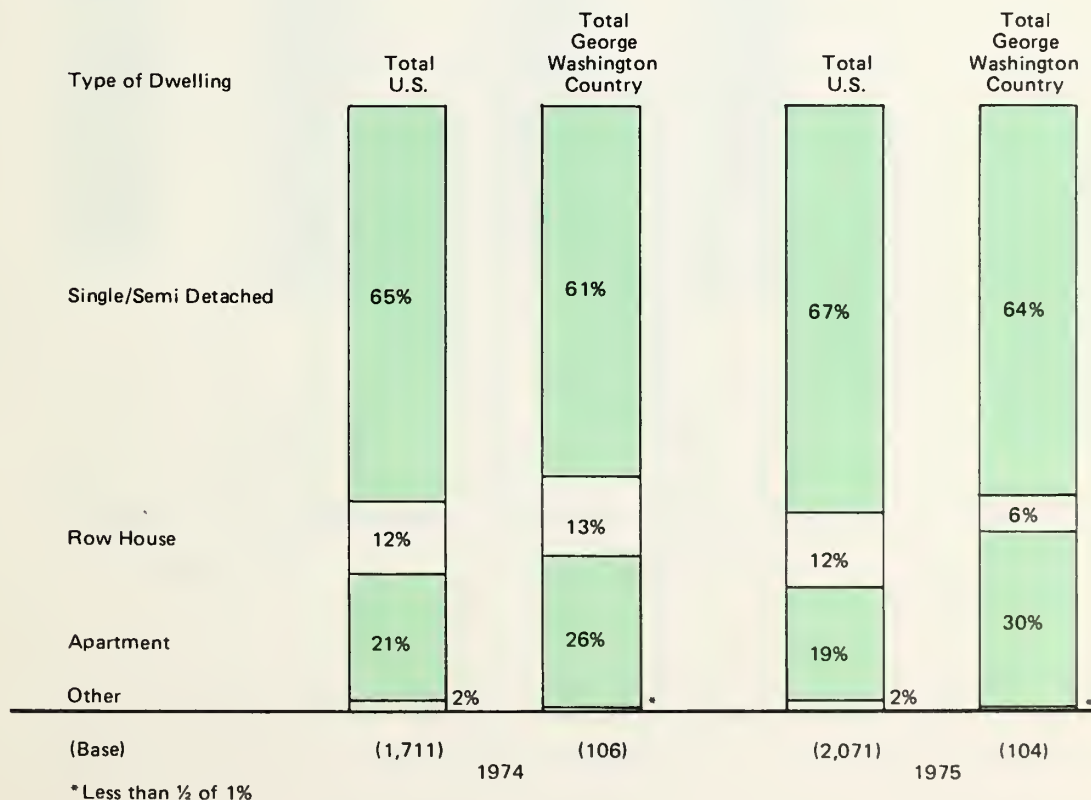
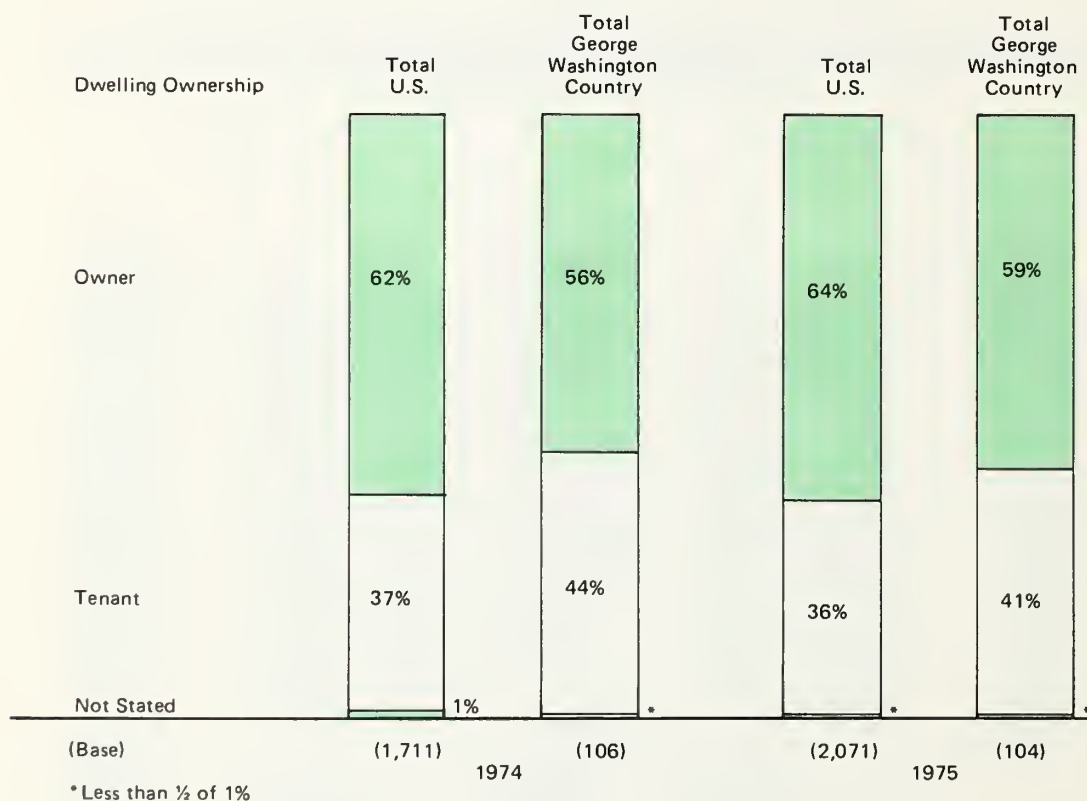


Chart 7  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY DWELLING OWNERSHIP



### e) Sex

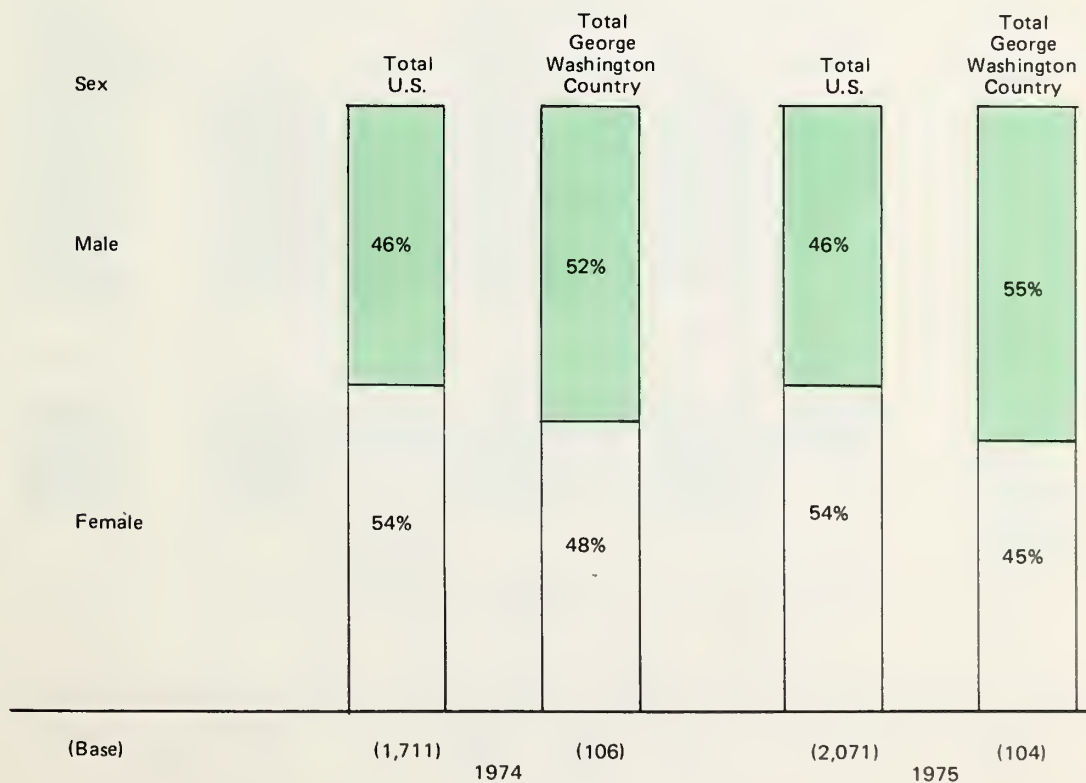
Slightly more men (55%) than women (45%) vacationed in George Washington Country from Canada in 1975. This does not reflect a significant change since 1974 when the breakdown was 52% for men and 48% for women.

However, the sex of visitors to George Washington Country was not consistent with that of

visitors to the United States in total. Among all U.S. visitors, the females were in the majority (54%).

This tendency for men to dominate the Canadian vacation scene in George Washington Country was not always the case. In fact, women were in the majority (55%) in 1973.

Chart 8  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY SEX



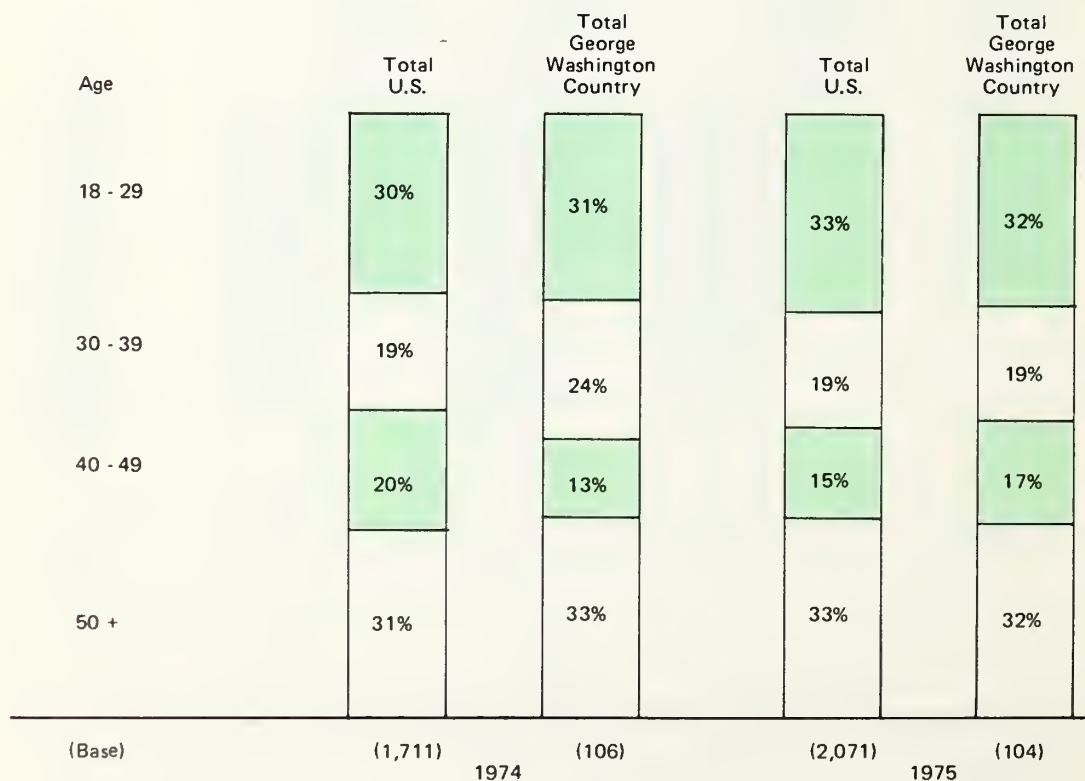
## f) Age

The age distribution of George Washington Country visitors was not unlike that for all Canadian vacationers to the United States. Approximately 1 out of 3 (32%) vacationers to the region were between 18 and 29 years of age,

19% between 30 and 39, 17% between 40 and 49, and 32% were 50 years of age or over.

There is no statistically significant difference in the age pattern of regional visitors between 1974 and 1975.

Chart 9  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY AGE



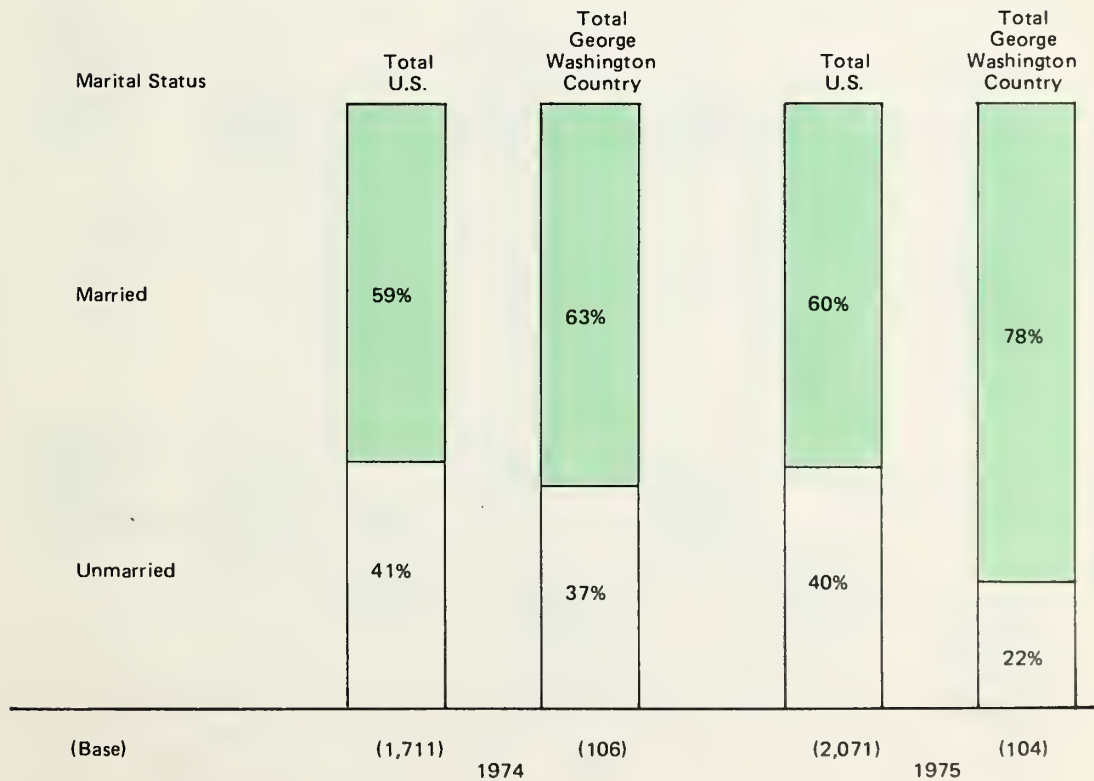


### g) Marital Status

There has been a continuing trend since 1973 for vacationers from Canada to George Washington Country to be married. In 1975, 78% or nearly four out of five, were married. In 1974, 63% were married while in 1973, only 55% were married.

This is indeed a distinguishing figure since in 1975, only 60% of all Canadian visitors to the U.S. were attached.

Chart 10  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY MARITAL STATUS



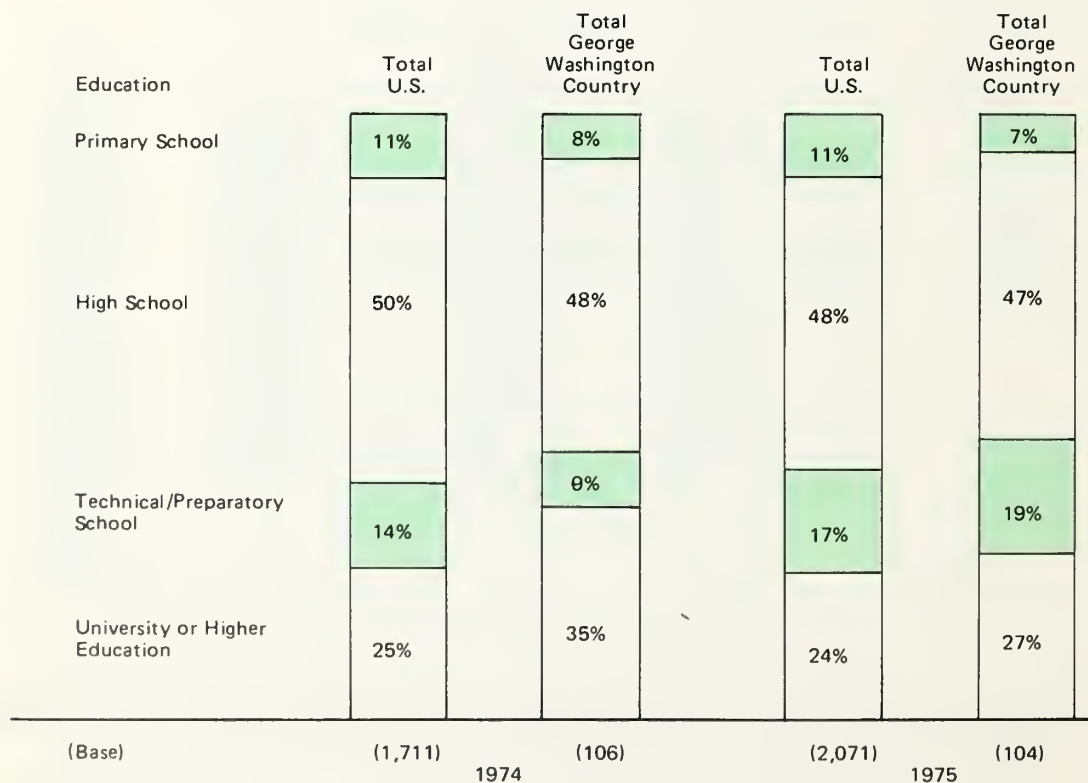
## h) Education

Approximately half (47%) of all George Washington Country visitors from Canada had either attended or completed high school but had not taken any additional academic training. However, another 19% had either attended or completed technical or preparatory school, while an additional 27% had gone to a university.

In 1975, the George Washington Country visitor was not as well educated as the 1974 visitors to that region.

Compared with all Canadian visitors to the U.S. in 1975, the visitor to the region was typical in terms of educational status.

Chart 11  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY EDUCATION

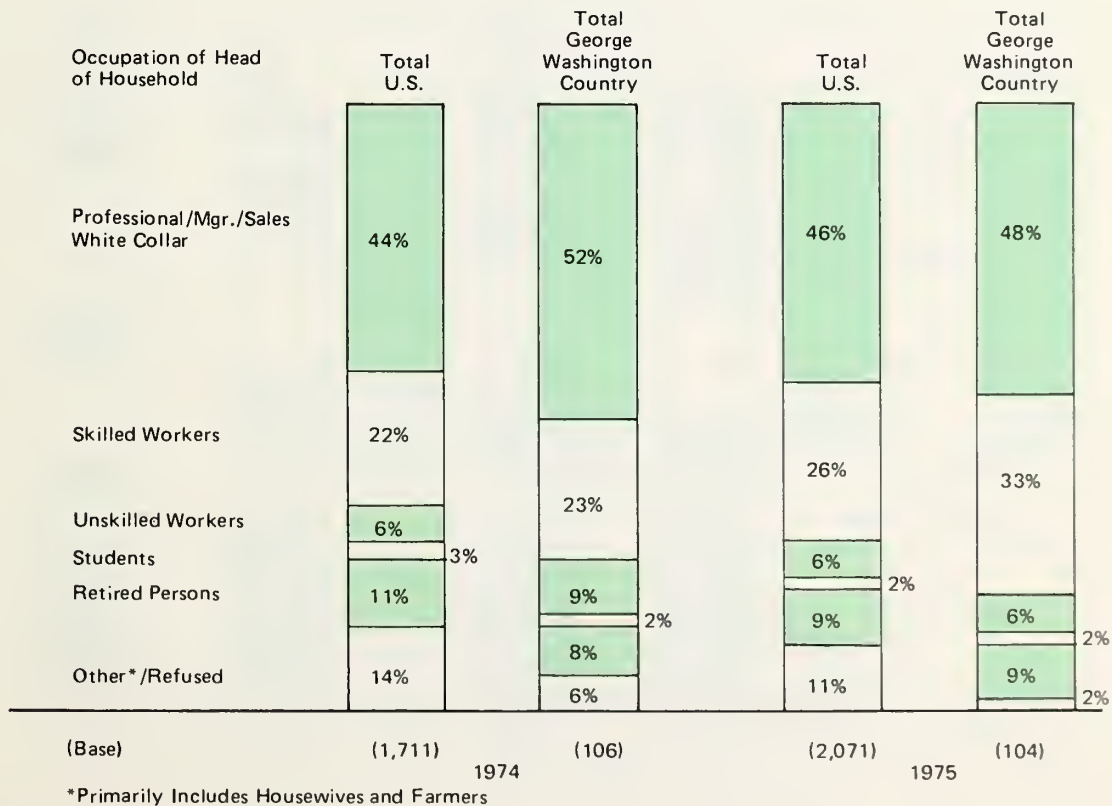


### i) Occupation of Head of House

Almost 1 out of 2 (48%) of all Canadian vacationers to George Washington Country in 1975 was in a professional, managerial, sales, or other white collar occupation. Furthermore, an additional 33% were skilled workers. Only 6% were in unskilled positions and 2% were students. About 1 in 10 (9%) were retired in 1975. The

proportion of skilled workers (33%) was significantly greater than in 1974 (26%). However, this represents the only occupational category in which there did occur a statistically significant shift. Compared with the overall U.S. visitor, the occupational distribution of the George Washington Country vacationer was virtually identical in 1975.

Chart 12  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY OCCUPATION OF HEAD OF HOUSEHOLD

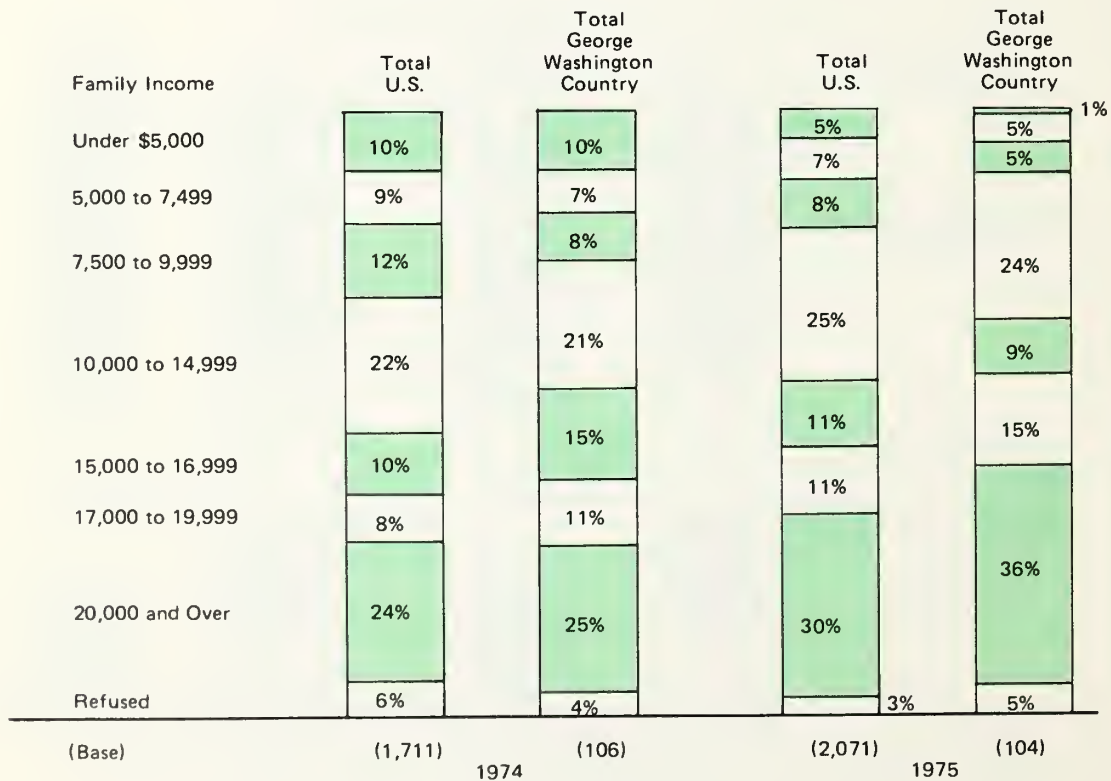


## j) Family Income

The George Washington Country vacationer was slightly more upscale in terms of family income than was the average U.S. visitor from Canada in 1975. As many as 51% earned \$17,000 or over per annum, compared with fewer, 41% among all visitors to the U.S. as a whole.

In addition, as would be expected, family incomes did increase between 1974 and 1975 - both among visitors to the region and to the country overall.

Chart 13  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY FAMILY INCOME



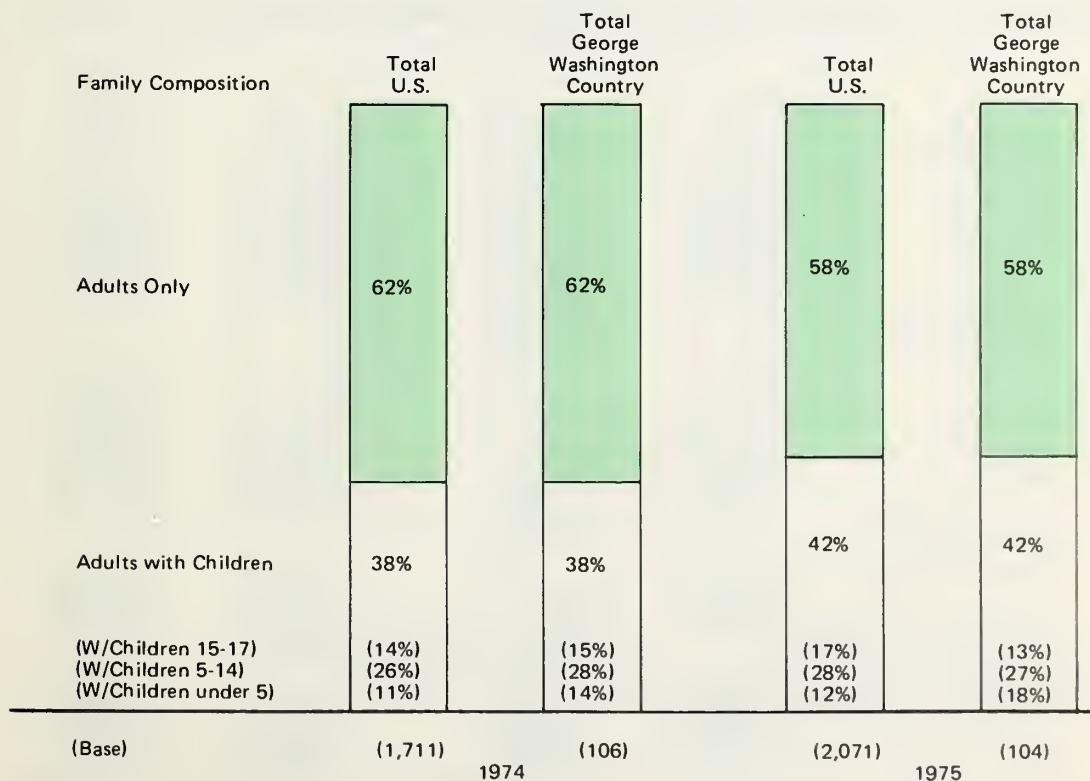
### k) Family Composition

Canadians with no children living at home comprised well over half (58%) of all George Washington Country visitors in 1975, as was the case in 1974 (62%) and in 1973 (55%).

This proportion of "adult only" households in both 1975 and 1974 was identical to the overall visitor profile for the United States.

In 1975, the mean number of adults in the travel party to George Washington Country was 2.70 persons, very close to the national average of 2.76. Among those 2.76 adults, virtually all (2.55) were from the same household.

Chart 14  
CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY  
IN 1975 BY FAMILY COMPOSITION





### 3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to George Washington Country: purpose of trip and party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

#### a) Purpose of Trip and Party Size

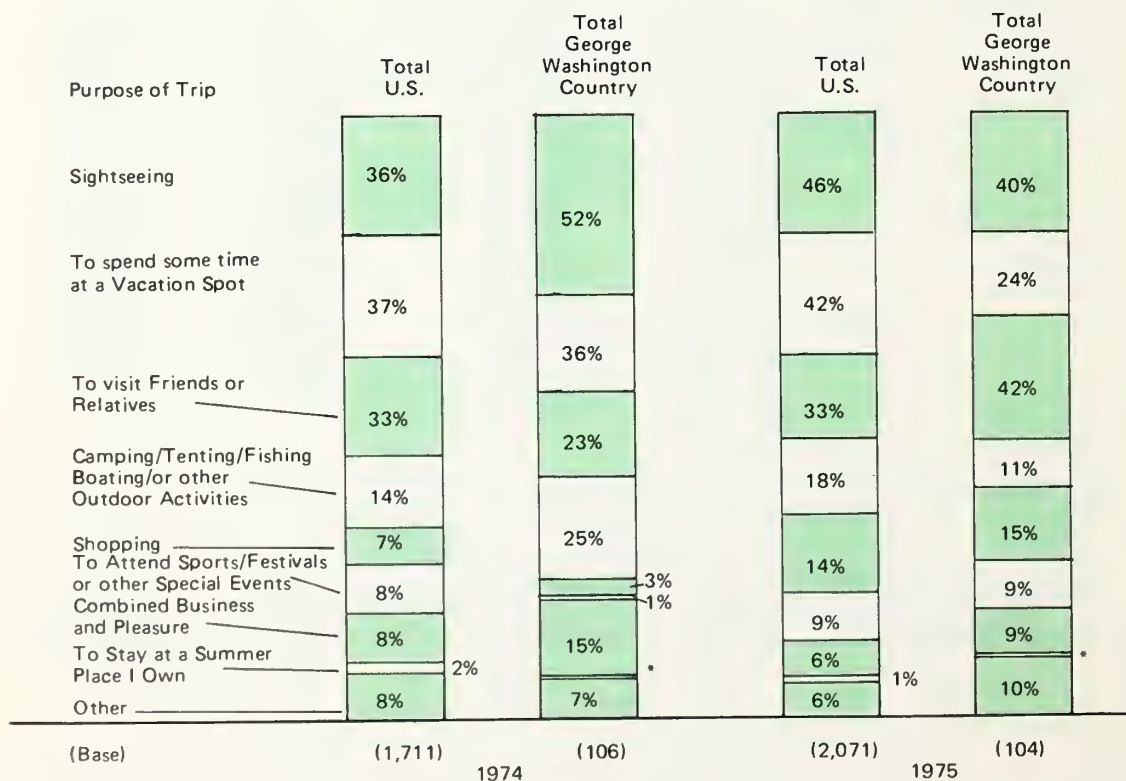
To visit friends or relatives was the most common reason for Canadians to vacation in George Washington Country in 1975 (to 42%), but sightseeing was also a very important attraction of the region (to 40%). 1 out of 4 (24%) were primarily spending time at a vacation spot, while fewer were either shopping (15%), camping or participating in other outdoor activities (11%), or combining business with their vacation trip (9%).

Ethnic and social ties were more evident among visitors to George Washington Country than was the case for the United States as a whole in 1975. Fewer, 33%, among all vacationers to the United States, traveled to visit friends or relatives.

On the other hand, the "vacation spots" of other regions in the United States were more successful in attracting Canadian visitors in 1975 than was true for those of the George Washington area (42% for the U.S. vs 24% for the region traveled for that purpose).

Interestingly, George Washington Country in 1974 was less atypical in terms of its motivations for Canadian travelers than it was in 1975. In 1974, spending time at a vacation spot was considerably more common and visiting friends and relatives less common than in 1975 as reasons to visit the region.

Chart 15  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY PURPOSE OF TRIP



## b) Main Mode of Transport

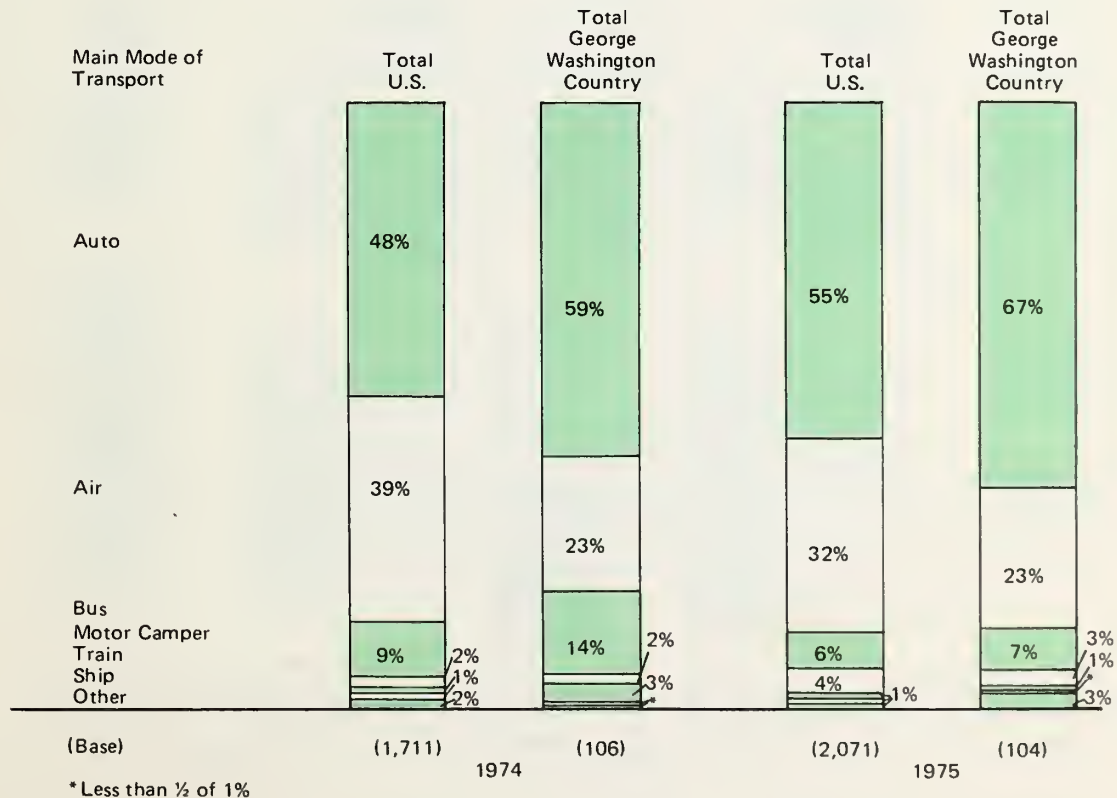
The 1975 mode of transport pattern indicates a return to the automobile - - a trend noted in the United States overall.

Most Canadian visitors to George Washington Country preferred to travel by car in 1975 (67%), while only 1 in 3 chose a public carrier.

Among the public means of transportation, air travel was the dominant choice for 23%.

Interestingly, bus travel dropped significantly in popularity from 1974 when 14% chose that means compared to only 7% in 1975.

Chart 16  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY MAIN MODE OF TRANSPORT



### c) Seasonality

The summer months of July and August were the most popular periods for Canadians to travel to George Washington Country (19% and 20% respectively), followed by September (13%). The result is that 1 out of every 2 Canadian trips to the region was during the third quarter.

This pattern is more "seasonal" than it was for the United States overall in 1975. In other words, the George Washington Country region was not attracting as large a share of first, second and fourth quarter visitors as it was in the third quarter. Undoubtedly, the many Canadians who

travel to George Washington Country to sightsee (as noted earlier) will continue in the future to prefer the warm summer months. It may be possible, however, to persuade those who travel to the region in order to visit friends and relatives to come during the "off season". This would help ease the low capacity problems endured by many lodging and service facilities during these slack periods.

Little change has occurred in terms of seasonality of Canadian trips to the region between 1974 and 1975.

Chart 17  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY SEASONALITY (QUARTERLY)

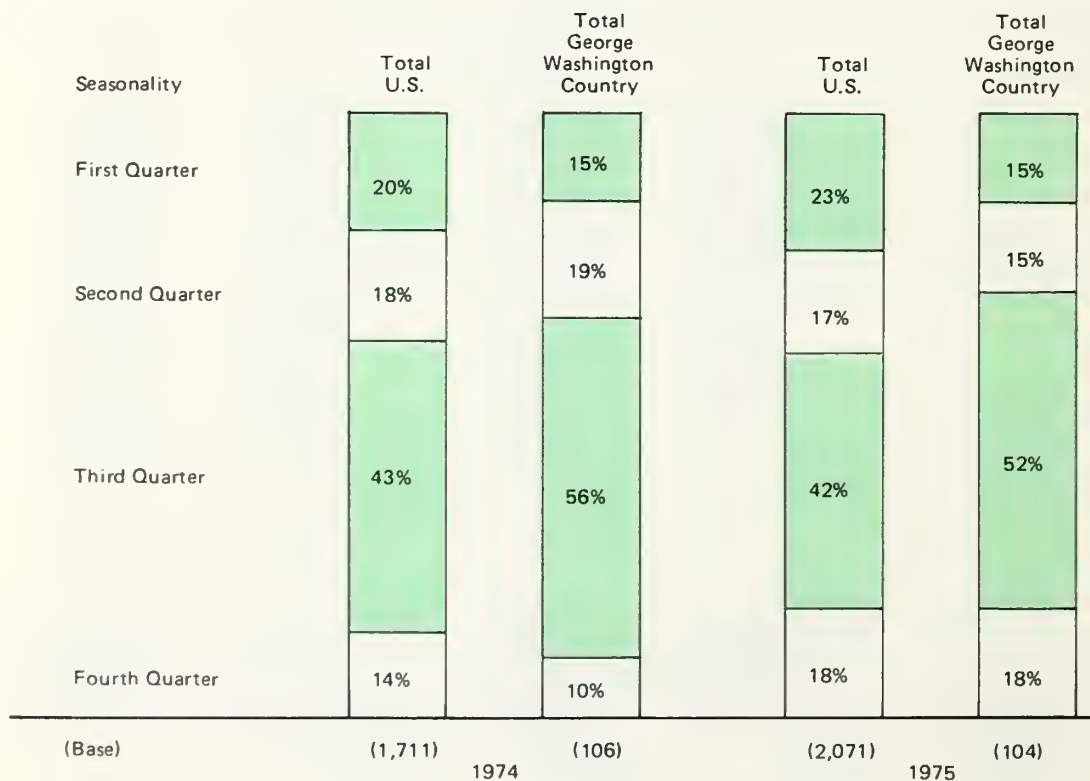
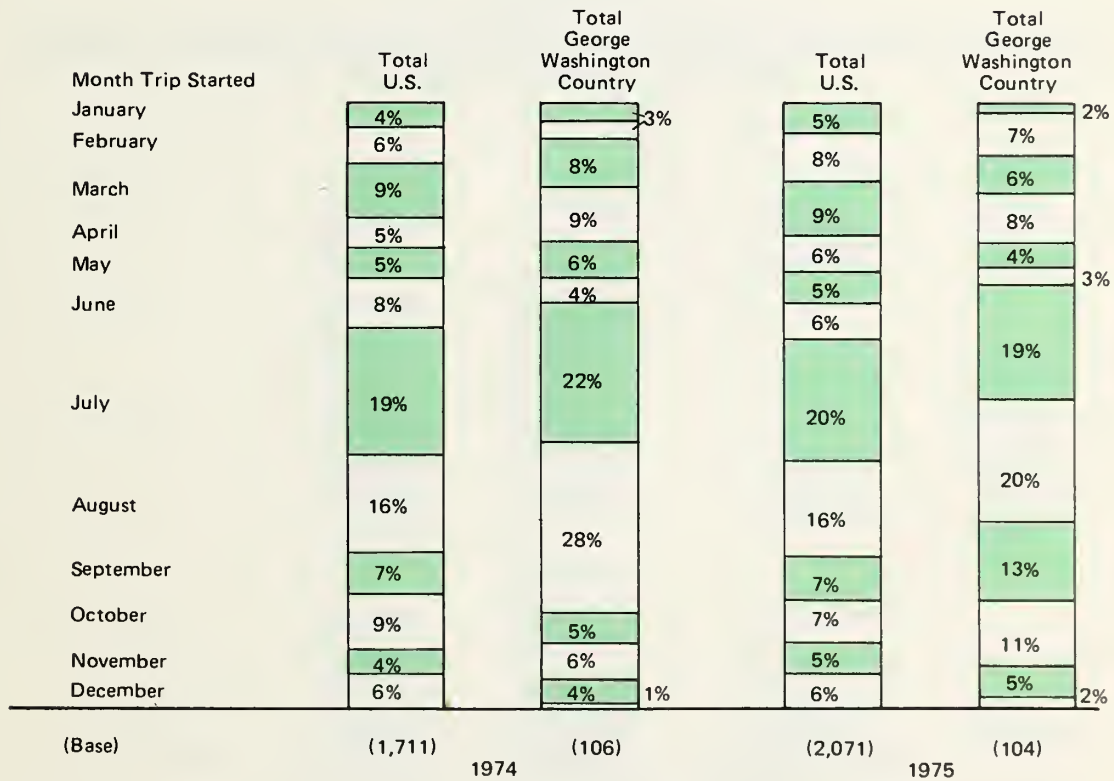


Chart 18  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY SEASONALITY (BY MONTH)



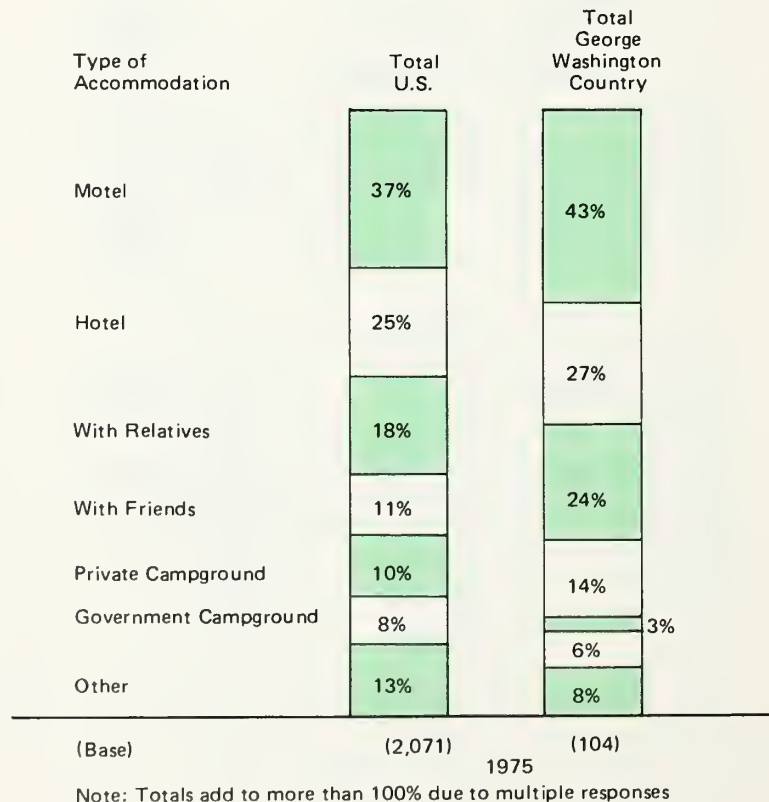
#### d) Accommodation

Undoubtedly related to the prevalence of the automobile, the motel (43%) was the single most popular choice for Canadian visitors to George Washington Country in 1975. Less popular were hotels (27%), closely followed by the homes of relatives (24%). Another 14% stayed with friends, thus increasing the proportion using non-commercial accommodation to approximately 38% - consistent with the earlier

discussed popularity of visiting friends and relatives while traveling to the region.

Motels have increased in popularity marginally since 1974 (from 37%), probably as a result of the greater use of the automobile. Rooming with friends and relatives has also increased, again a function of the change in visitor motivation noted earlier.

Chart 19  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY TYPE OF ACCOMMODATION





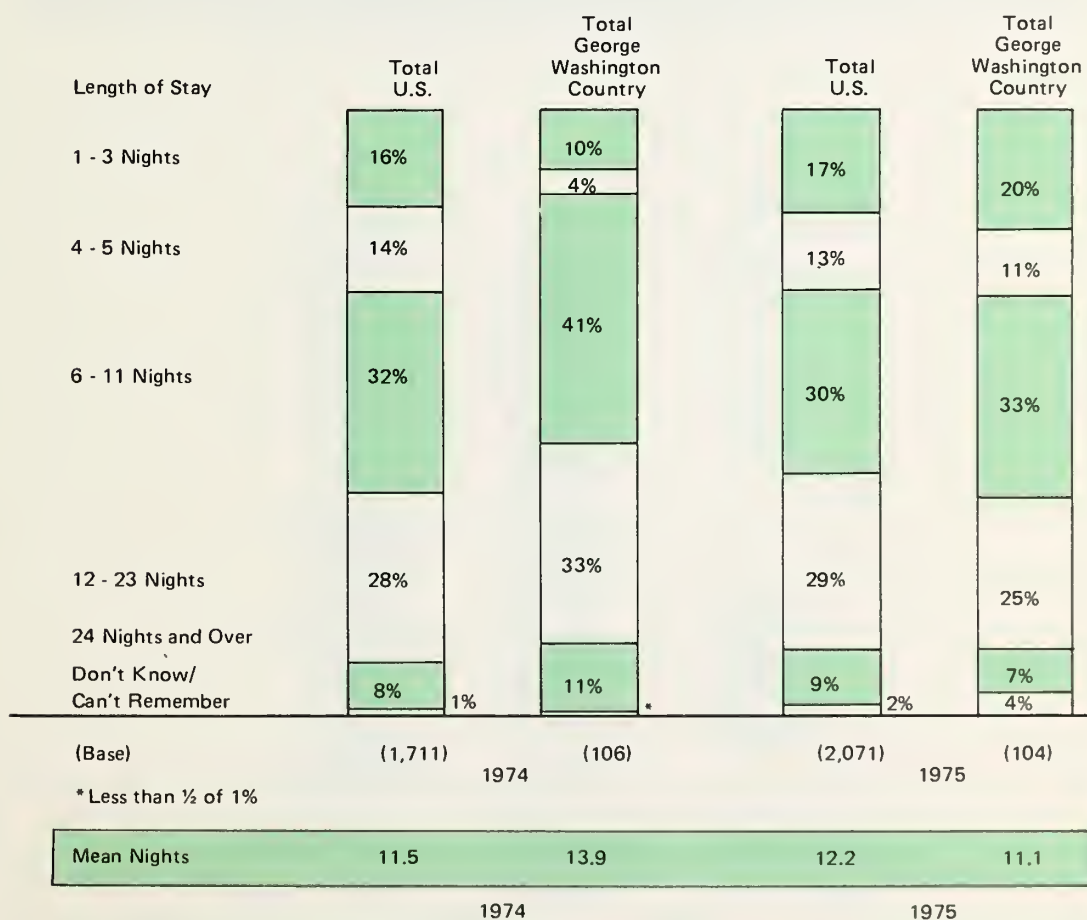
### e) Length of Stay

In 1975, Canadian vacationers to George Washington Country stayed an average of 11.1 nights in the United States, marginally below the national average of 12.2 nights. This represented a decline in duration from 1974 when Canadians visiting the region stayed an average of 13.9 nights.

Visits of 5 days or less seemed to be considerably more common in 1975 than in the year earlier, and visits of 2 weeks or more somewhat less popular - - both contributing to the decline in average length of stay.

In contrast, the pattern for the United States overall has not changed significantly from 1974.

Chart 20  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY LENGTH OF STAY

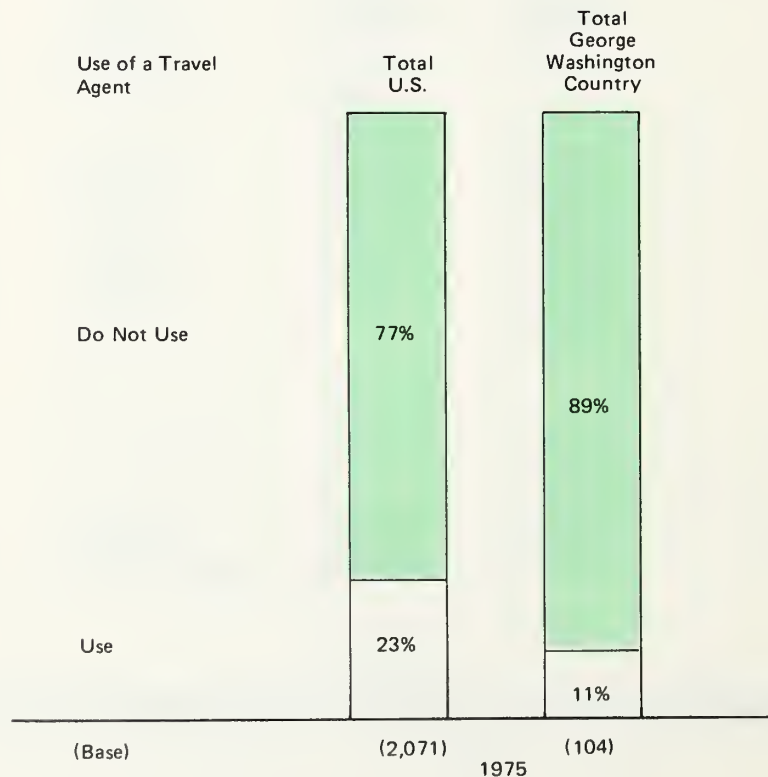


#### f) Use of a Travel Agent

Only 11% of the Canadians vacationing in George Washington Country in 1975 made use of an agent while planning their trips. This relatively low level of dealing with retailers undoubtedly was because of the popularity of auto travel to

George Washington Country, typically a market segment which travels independently. This proportion of travel agent users is low compared to the level of usage (23%) for Canadian vacationers in the U.S. as a whole.

Chart 21  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY USE OF A TRAVEL AGENT

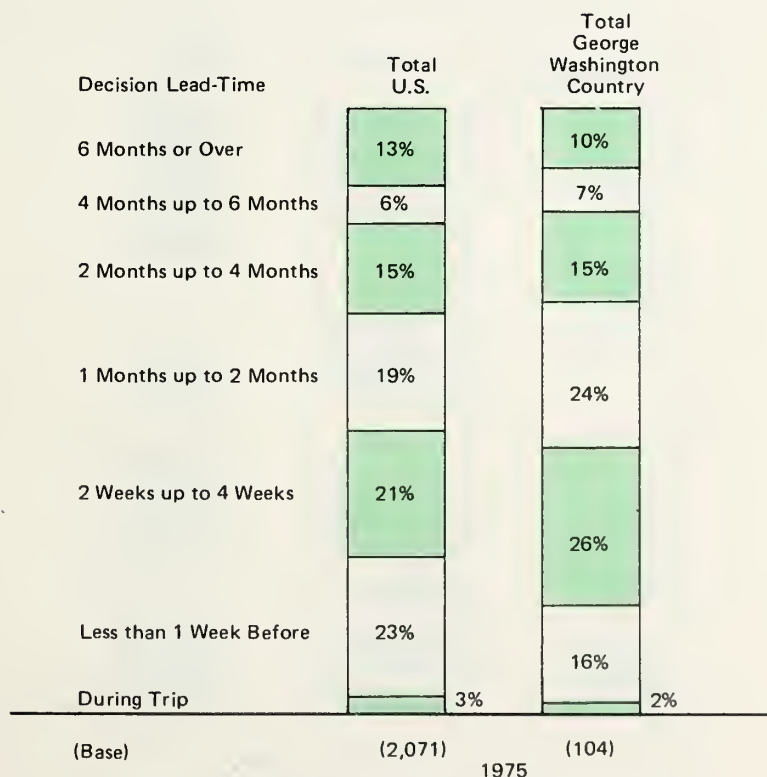


### g) Decision Lead-Time

There was very little difference between the lead time in planning a trip to George Washington Country and that needed to plan trips to the United States overall. Among visitors to the region, 68% decided to visit the United States within two months of departure, compared with 66% among all U.S. visitors.

More specifically, 2% decided to visit the region during their trip, 16% within two weeks of departure, another 26% between two weeks and four weeks, and an additional 24% between one and two months before leaving home. Only 10% planned their trip six months or more in advance. This has obvious implications for the timing of promotional campaigns.

Chart 22  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY DECISION LEAD-TIME TO VISIT THE U.S.



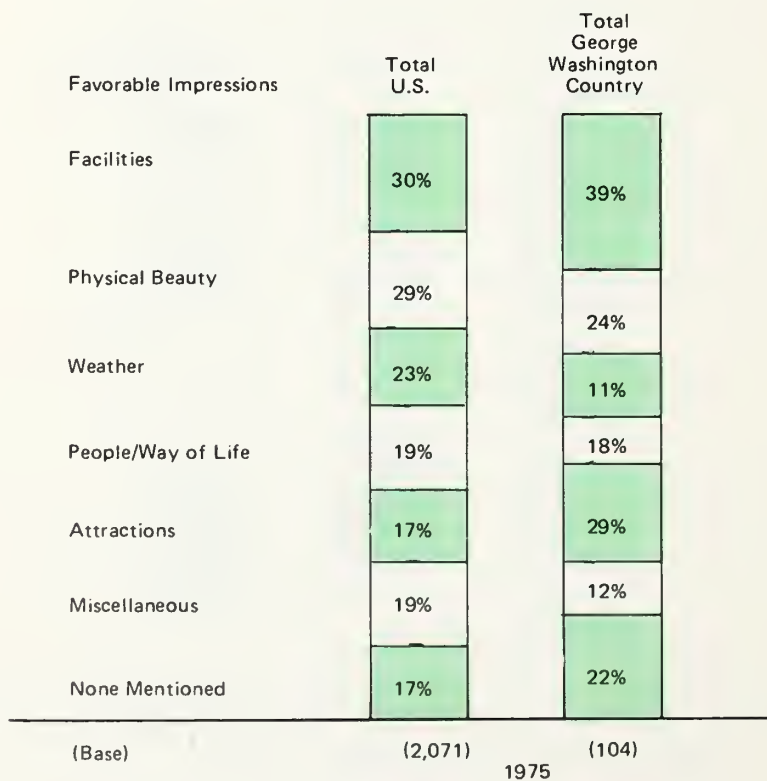
## h) Favorable Impressions of the U.S.

Canadian vacationers visiting George Washington Country were more often impressed by the tourist facilities encountered and specific attractions on their trip than were visitors to other regions of the U.S. Specifically, 39% favorably recalled the facilities and 29% remarked on the special attractions. The latter, of course, would not be unexpected given the historical appeal of the region. In contrast,

among all Canadian visitors to the United States, 30% commented on facilities and only 17% on attractions.

The natural beauty of George Washington Country clearly was appreciated by Canadian vacationers. As many as 24% played back unsolicited positive impressions of the region's physical attractiveness.

Chart 23  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY FAVORABLE IMPRESSIONS OF THE U.S.



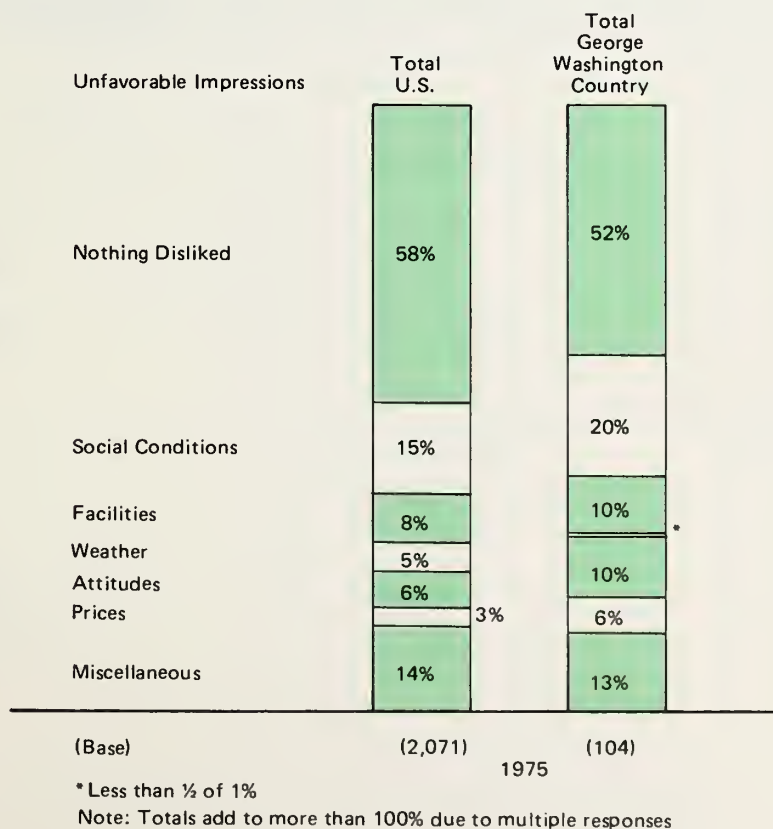
Note: Totals add to more than 100% due to multiple responses

### i) Unfavorable Impressions of the U.S.

Most Canadians (52%) visiting George Washington Country did not mention any unfavorable aspects of their recent trip. Among those who did, however, "social conditions" were the most commonly cited (20%).

In spite of the notable friendliness of people in George Washington Country (mentioned by 18%), a minority (10%) did comment unfavorably on the attitudes of local people towards Canadians. This is slightly higher than the incidence for the United States in total (6%).

Chart 24  
CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1975  
BY UNFAVORABLE IMPRESSIONS OF THE U.S.





## DEFINITION OF TERMS

The definitions used in the study were as follows:

**"Vacation"** defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

**"Vacation trip"** essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

# APPENDICES

## Appendix A

### DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

##### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

##### 2. EASTERN GATEWAY

New Jersey  
New York

##### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

##### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

##### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

##### 6. MOUNTAIN WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

##### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

##### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

##### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

#### CANADIAN REGIONS

##### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

##### QUEBEC

##### ONTARIO

##### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

##### BRITISH COLUMBIA

##### Other

Yukon/N.W.T.

# Appendix B

Appendix B - I

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%
(Maine) . . . . .	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4
(Massachusetts) . . . . .	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2
Eastern Gateway . . . . .	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York) . . . . .	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey) . . . . .	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country . . . . .	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South . . . . .	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida) . . . . .	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country . . . . .	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West . . . . .	(114)	(168)	101,000	143,000	183,000	231,000	7	7	28	48	4	6
Frontier West . . . . .	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West . . . . .	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California) . . . . .	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington) . . . . .	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands . . . . .	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified . . . . .	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland . . . . .	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S. . . . .	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

\* See note on Page 3  
(Canadian Arrivals)

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spend in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	2.53	3.06	1.65	1.68	8.2	8.6
(Maine) . . . . .	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts) . . . . .	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway . . . . .	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York) . . . . .	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey) . . . . .	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country . . . . .	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South . . . . .	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida) . . . . .	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country . . . . .	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West . . . . .	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West . . . . .	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West . . . . .	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California) . . . . .	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington) . . . . .	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands . . . . .	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified . . . . .	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland . . . . .	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S. . . . .	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine) . . . . .	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts) . . . . .	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway . . . . .	(239)	(365)	392	453	48	48	165	167	20	18
(New York) . . . . .	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey) . . . . .	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country . . . . .	(106)	(104)	544	570	39	54	213	211	15	20
The South . . . . .	(334)	(481)	910	870	52	55	367	313	21	20
(Florida) . . . . .	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country . . . . .	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West . . . . .	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West . . . . .	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West . . . . .	(431)	(441)	545	671	47	57	258	269	22	23
(California) . . . . .	(175)	(194)	738	899	44	55	378	376	23	23
(Washington) . . . . .	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands . . . . .	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified . . . . .	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland . . . . .	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S. . . . .	(1,711)	(2,071)	570	651	50	57	242	236	21	21



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Expenditures in U.S. only:																
Total	(1,711)	(2,071)	\$570	\$651	\$242	\$236	\$50	\$57	\$21	\$21	11.5	12.2	2.36	2.76	1.59	1.61
Residence:																
Atlantic Provinces	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75
Quebec	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65
French Quebec	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69
English Quebec	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55
Ontario	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58
Prairies	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55
British Columbia	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61
City of residence: *																
Vancouver	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69
Calgary/Edmonton	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32
Winnipeg	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69
Toronto	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50
Montreal	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63
English	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54
French	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68
Other	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65
Community size:																
Urban	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60
Rural	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66

\* Data have limited value due to small sample sizes  
 -- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Sex:																
Male . . . . .	(792)	(944)	\$624	\$664	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63
Female . . . . .	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29 . . . . .	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39 . . . . .	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49 . . . . .	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over . . . . .	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec . . . . .	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada . . . . .	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single . . . . .	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married . . . . .	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/ Divorced . . . . .	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only . . . . .	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18 . . . . .	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper . . . . .	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle . . . . .	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle . . . . .	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle . . . . .	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower . . . . .	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Occupation:																
Prot./Sales/White collar . . . . .	(758)	(905)	\$600	\$690	\$254	\$259	\$56	\$65	\$24	\$24	10.8	11.3	--	2.66	--	1.61
Skilled labor . . . . .	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70
Unskilled labor . . . . .	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60
Farmer . . . . .	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68
Student . . . . .	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28
Retired/Pensioned . . . . .	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76
Other . . . . .	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15
Education completed:																
University . . . . .	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56
Technical/Preparatory . . . . .	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59
High school . . . . .	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64
Elementary school . . . . .	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56
Accommodation:																
Owned . . . . .	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70
Rented . . . . .	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44
Type of dwelling:																
Detached/Semi-Detached . . . . .	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67
Town house/Other attached house . . . . .	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57
Apartment . . . . .	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39
Other . . . . .	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66

-- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Purpose of trip:	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Visiting friends . . . . .	(572)	(311)	\$309	\$524	\$153	\$239	\$30	\$46	\$15	\$21	10.3	12.9	2.02	2.19	1.54	1.56
Visiting relatives . . . . .		(493)		421	178	178	37	37	16	16	12.7	12.7	2.36	2.36	1.63	1.63
Staying at a vacation spot . . . . .	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67
City sightseeing/shopping . . . . .	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66
Rural activities . . . . .	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62
Other . . . . .	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52
Purpose of trip and season:																
June to September:																
Visiting friends/relatives . . . . .	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67
Staying at a vacation spot . . . . .	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75
City sightseeing . . . . .	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70
Rural activities . . . . .	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67
Other . . . . .	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55
October to May:																
Visiting friends/relatives . . . . .	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51
Staying at a vacation spot . . . . .	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61
City sightseeing . . . . .	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63
Rural activities . . . . .	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56
Other . . . . .	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49
Main mode of transport:																
Car . . . . .	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71
Plane . . . . .	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45
Bus . . . . .	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32
Train . . . . .	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54
Motor camper . . . . .	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89
Other . . . . .	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)			Total trip expenditures \$			Total trip expenditures per adult (\$)			Daily trip expenditures by vacation party (\$)			Daily trip expenditures per adult (\$)			Average No. of nights spent			Average No. of adults on trip			Average No. of adults from own household		
	1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975		1974	1975	
Month trip started:																								
December to March . . . .	(436)	(560)		\$567	\$1,009		\$405	\$374		\$55	\$63		\$26	\$23		15.6	17.7		2.14	2.70		1.57	1.54	
April to May . . . . .	(173)	(216)		625	631		264	234		56	56		23	21		11.3	11.7		2.37	2.70		1.54	1.55	
June to September . . . .	(871)	(1,060)		444	473		182	169		46	50		19	18		9.6	9.7		2.44	2.80		1.63	1.66	
October to November . .	(229)	(235)		479	587		195	213		44	64		18	18		10.8	9.9		2.46	2.76		1.55	1.58	
Nights spend in U.S.:																								
1-5 . . . . .	(512)	(621)		245	241		103	83		74	75		31	26		3.3	3.3		2.39	2.90		1.63	1.59	
6-11 . . . . .	(555)	(643)		535	590		220	217		68	76		28	28		7.9	7.8		2.43	2.72		1.57	1.64	
12-17 . . . . .	(361)	(428)		880	997		373	350		63	72		27	25		13.9	14.0		2.36	2.85		1.61	1.63	
18 and over . . . . .	(254)	(337)		934	1,096		432	438		29	35		13	14		32.1	33.1		2.16	2.50		1.50	1.54	

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.







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